

Message Text

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ACTION IO-13

INFO OCT-01 CIAE-00 CU-02 INR-07 NSAE-00 USIA-06 AF-08
ARA-06 EA-07 EUR-12 NEA-10 ISO-00 PA-01 PRS-01 /074 W
-----071808Z 058952 /53

R 071825Z MAR 77

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 0335

INFO USMISSION USUN

USMISSION GENEVA

AMCONSUL FLORENCE

AMEMBASSY ROME

AMEMBASSY TUNIS

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NESCO

E.O. 11652: N/A

TAGS: UNESCO, PORG

SUBJECT: UNESCO: UNESCO SPONSORED FLORENCE

SYMPOSIUM ON INFORMATION FLOW, APRIL 18-20

REF: PARIS 3366

1. SO FAR OVER 30 MEDIA PERSONALITIES REPRESENTING
BROAD IDEOLOGICAL SPECTRUM OF VIEWS TOWARD MASS MEDIA
ISSUES HAVE ACCEPTED UNESCO'S INVITATION TO ATTEND
APRIL 18-20 SYMPOSIUM ON INFORMATION FLOW. AMERICANS
REPRESENTED IN THIS GROUP INCLUDE PHILIP H.
POWER, SUBURBAN COMMUNCIATIONS CORP., GEORGE BEEBE,
MIAMI
HEARLD, JOHN O. KOEHLER, ASSOCIATED PRESS, DAVID ANABLE,
CHRISTIAN SCIENCE MONITOR, AND ALVIN SHUSTER AND CY
SALSBURGER, NEW YORK TIMES.

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2. MENTOR AND ORGANIZER OF SYMPOSIUM, L. DAVICO
(YUGOSLAVIA), ACTING DIRECTOR OF UNESCO'S OFFICE OF
PUBLIC INFORMATION, INFORMED US DEL HE HOPES WILLIAM
HARLEY WILL ALSO BE ABLE TO ATTEND, AND SAID HE HAS
REQUESTED UNESCO NEW YORK LIAISON OFFICE TO APPROACH
US NATCOM URGING IT TO SPONSOR HARLEY FOR SYMPOSIUM.

3. OTHERS ON LIST WHO HAVE ACCEPTED INCLUDE ALFRED BRAGARD, AGENCE DPA, (FRG), JULIUS HUMI, (UPI, LONDON), PERO IVACIC, AGENCE TANJUB, (YUGOSLAVIA), ERICH KAGI (NEUE ZUERCHER ZEITUNG, (ZURICH), JEAN SCHWOEBEL, LE MONDE, (PARIS), PETER SCHOLL-LATOUR, ZDF-TELEVISION ALLEMANDE, (FRG), EBERHARD RONDHOLZ, WEST-DEUTSCHE RUNDFUNK, (FRG), JACQUES MAROT, AFP, (PARIS), JAN-MAGNUS FAHLSTROM, DAGENS NYHETER, (SWEDEN), PAOLO GRASSI, RADIO-TV ITALIENNE, (ROME), MICHAEL NEALE, REUTERS, (LONDON), VICTOR OL莫斯, AGENCE EFE, (MADRID), WALTER SCHWARZ, THE GUARDIAN, (LONDON), TIBOR PETHO, ASSOC. DES JOURNALISTES HONGROIS, (BUDAPEST), MIRA TODOROVA, AGENCE BULGARE D'INFORMATION, (BULGARIA), MONALD MCDONALD, AUSTRALIAN NEWSPAPERS COUNCIL, (AUSTRALIA), GERMAN ORNES, EL CARIBE, (DOMINICAN REPUBLIC), LUIS ALBERTO SOLE, INTER-AMERICAN ASSOC OF BROADCASTERS, (URUGUAY), HECTOR WYNTER, THE GLEANER, (JAMAICA), ALBERTO F. CANAS, EXCELSIOR, (COSTA RICA), JACOBO ZABLUDOWSKY, SIEMPRE, (MEXICO CITY), AND DOMINIK HORODYNSKI, REVUE CULTURE, (VARSOVIE, POLAND), ANTONIO CABALLERO, (COLUMBIA), AND MARIANO BAPTISTA GUMICIO, ULTIMA HORA, (BOLIVIA).

4. MANY OTHER MEDIA PERSONALITIES, PRIMARILY JOURNALISTS, FROM THIRLD WORLD COUNTRIES ARE ALSO EXPECTED TO ATTEND, ALTHOUGH MOST HAVE NOT YET HAD THE OPPORTUNITY TO RESPOND. THESE WILL INCLUDE REPRESENTATIVES FROM BLACK AFRICA, ARAB STATES, AND ASIA. TASS AND NOVOSTY (USSR) HAVE INDICATED THEIR INTEREST IN THE SYMPOSIUM, BUT AS YET HAVE NOT DECIDED LIMITED OFFICIAL USE

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TO SEND REPRESENTATIVES. INTERNATIONALLY KNOWN PERSONALITIES WHO HAVE BEEN INVITED INCLUDE M. MASMOUDI,

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC 0336

INFO USMISSION USUN

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MINISTER OF INFORMATION, TUNISIA, VIR CHARAN SHUKLA,
MINISTER OF INFORMATION AND BROADCASTING, INDIA, GONZALO
J. FACIO, MINISTER OF FOREIGN AFFAIRS, COSTA RICA, AND
PRESIDENT OF THE JULY 1976 SAN JOSE CONFERENCE, COSTA
RICA, AND MOHAMMED HASSANEIN HAYKAL OF EGYPT.

5. THE SYMPOSIUM, IN PART, HAS BEEN ORGANIZED IN
RESPONSE TO WIDE-SPREAD CRITICISM THAT UNESCO HAS NOT
CONSULTED AND COORDINATED ITS ACTIVITIES IN THE MASS
COMMUNICATIONS SECTOR WITH THE "PROFESSIONALS" AND
"PRACTITIONERS." THUS, THE THREE DAY MEETING
WILL FOCUS ON DISCUSSING IDEAS FOR THE IMPROVEMENT OF
COMMUNICATION FLOW BETWEEN DEVELOPING AND INDUSTRIALIZED
NATIONS. A TENTATIVE AGENDA NOW INCLUDES PLANS FOR A
"CEREMONIAL OPENING" ON THE MORNING OF THE 18TH,
FOLLOWED BY AN OFFICIAL LUNCHEON. BUSINESS WOULD BEGIN
IN THE AFTERNOON, WITH THE PRESENTATION OF PROBABLY
THREE PAPERS DEVELOPED BY UNESCO EXPERTS ON THE FOLLOWING
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TOPICS: 1) THE PRESENT ROLE AND IMPORTANCE OF
INTERNATIONAL NEWS AGENCIES; 2) THE COMMUNICATION "GAP"
BETWEEN THE INDUSTRIALIZED AND NON-INDUSTRIALIZED WORLD;
AND 3) POSSIBILITIES FOR ASSISTANCE TO THIRD WORLD
MEDIA. PAPERS ARE TO BE NON-POLEMICAL REVIEWS OF
VARIOUS POINTS OF VIEW TOWARD EACH OF THESE MEDIA
ISSUES, WHICH, DAVICO HOPES WILL BE COMPLETED IN TIME TO
CIRCULATE TO SYMPOSIUM PARTICIPANTS BEFORE THEY ARRIVE
IN FLORENCE.

6. SINCE A LARGE GROUP OF FROM 100 TO 200 INDIVIDUALS
IS EXPECTED TO ATTEND THE SYMPOSIUM, IT WOULD BE
DIVIDED INTO THREE "COMMISSIONS" FOR DISCUSSING EACH OF
THE MAJOR TOPICS FOR APPROXIMATELY THE NEXT DAY OR DAY

AND A HALF. DAVICO SAID THAT HE WOULD NOT FORESEE OR
WISH THAT THE DISCUSSIONS LEAD TO PROPOSALS FOR
SOLUTIONS, BUT WOULD HOPE THAT THEY WOULD HELP PROVIDE
CLEARER DEFINITION OF MAJOR PROBLEMS AND SUGGESTIONS FOR
DEALING WITH THEM. RESULTS OF THE SYMPOSIUM WOULD BE
FORWARDED TO THE "WISE MEN" COMMISSION WHICH THE
DIRECTOR GENERAL PLANS TO CONVOKE YET THIS SPRING TO
DELIBERATE THE MASS MEDIA QUESTION.

7. COMMENT: THE SIZE, COMPOSITION, AND SHORT DURATION
OF THE SYMPOSIUM WILL PROBABLY PRECLUDE ANY IMPORTANT
RESULTS CONCERNING THE INTELLECTUAL SUBSTANCE OF MASS
MEDIA ISSUES. THERE COULD BE A VERY POSITIVE VALUE,
HOWEVER, IN BRINGING TOGETHER MEDIA PROFESSIONALS OF MANY
POINTS OF VIEW, IN THEIR OWN PERSONAL CAPACITIES, TO GET
TO KNOW EACH OTHER AS PEOPLE. THE SYMPOSIUM, THEREFORE,
COULD BE A FIRST STEP IN REDIRECTING ENERGIES, WHICH
UNTIL NOW HAVE BEEN LARGEY EXPENDED IN CONFRONTATION,
TOWARD LIVELY AND FRUITFUL DIALOGUE OF MAJOR WORLD
COMMUNICATION ISSUES.

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Message Attributes

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